

## Adjective and Adverbial Analysis of Consumers' Reviews on Online Products: A Technological Perspective

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### Abstract

*The purpose of this study is to analyze the reviews of online product consumer on Alibaba.com. The main focus of this study is to investigate and examine the tendency of most frequent and common use of verbs, frequency of adverbs and adjectives. The use of more adjectives, adverbs and the collocations which are used along with them are examined in this study. The approach of this study was quantitative with survey design. The data collection was done keeping in mind specified Apple products such as iPhone 7, Apple Air pods, Apple Watch series 3 and Apple Watch 1. For the calculation of frequency of verbs, adverbs and adjectives a descriptive analysis was used. After investigation and through analysis of data it was found that generally most of the consumers prefer to use particular verbs, adverbs and adjectives in a certain context. This study may be helpful in understanding the consumer's linguistic background and their linguistic capability. This study also found that it was observed that some verbs, adverbs and adjectives were intentionally used by the consumers.*

**Key-words:** Adjective, Adverb, Consumer, Linguistic, Online, Reviews.

### 1. Introduction

It is common fact that world has become a global village. Everything of the world is just one click away, meanwhile online shopping trend has become a common practice in this modern era. There are a number of websites available that offer consumers to buy something living at their homes, offices, towns and even villages without going and visiting the shopping malls or markets physically. In online products the reviews of the consumers are very important. By examining the reviews of

consumers people decide whether to buy or not to buy the product. Consumer reviews play a significant role in the way that people visit the websites and firstly look at the consumer reviews about the product they have used. As most of the people do rely on the reviews of the consumers so these reviews have great contribution in developing the interest of the people with reference to the product. The trend of sales can increase or decrease on the basis of consumers comments. Ba and Pavlou (2002) are of the view that positive response by the consumers can influence the buyer trust. According to Pavlou and Gefen (2004) positive comments can develop the interest in the buyer. Online shopping reviews help consumers to decide easily because online shopping websites often demands for the opinion of the users'. Because of the written reviews available on online websites the consumers of the products can easily evaluate the quality as well as the quantity of the product (Lee, Park and Han, 2007). The reviews can also be categorized as positive and negative by the consumers. While visiting online websites one can visit and view to examine the comments of the consumers, it may be worst and popular about the product. So is the case with almost all online product selling websites, most of their sale ratio is affected by the positive or negative reviews of the product consumers. Like every website Alibaba.com also ask the consumers to have a look on previous reviews about the product.in this way. Mudambi and Schuff (2010) remark in such a way that consumers often visit websites and their spent time on website increase as the reviews become more positive.

So far as the corpus study is concerned with online reviews by variety of the people a corpus study is being conducted for online writing. The basic purpose of this study is to focus on positive reviews on Alibaba.com and it aims to address the use of most frequent adverbs, adjectives and to find the use of most common words before and after these adverbs and adjectives taking the help from concordance. As variety of linguistic styles re used in online reviews language, it was needed to examine and investigate online language with the help of reviews on certain products used by consumers. This study will attempt to fill this gap with the help of corpus study. In order to meet this goal the researcher formed some objectives and research questions to address these objectives.

### **1.1. Significance of the Study**

The basic purpose of this study is to focus on positive reviews on Alibaba.com and it aims to address the use of most frequent adverbs, adjectives and to find the use of most common words before and after these adverbs and adjectives taking the help from concordance. As variety of linguistic styles re used in online reviews language, it was needed to examine and investigate online

language with the help of reviews on certain products used by consumers .This study will attempt to fill this gap with the help of corpus study. In order to meet this goal the researcher formed some objectives and research questions to address these objectives.

## **1.2. Research Objectives**

- To find out the most common adjectives used by the people to describe their praises in online context.
- To enlist the adverbs used by the people to express their praises most in online context.
- To seek the verbs used by the people to express their praises most in online context.

## **1.3. Research Questions**

Q: 1 Which adjectives are used by the people to describe their praises inn online context?

Q: 2 Which adverbs are used by the people to express their praises in online context?

Q: 3 Which verbs are used by the people to express their praises in online context?

## **1.4. Limitations to the Study**

This study is limited to the Positive reviews of 4star and 5star consumers of the specified Apple products such as iPhone 7, Apple Air pods, Apple Watch series 3 and Apple Watch 1 available on online selling website Alibaba.com

## **2. Literature Reviews**

Reviews of online consumers play a vital role in getting information and to have advice from consumer's perspective (Lee, Park & Han, 2007). Coombs and Holliday (2002), is of the view that positive rating is received by less famous stores but the essence of two or more reviews is different with respect to their presence. BizRate conducted a survey of 5500 Web consumers in which 44% of consumers responded; before purchasing a product they got help from consumers review and 59% recognized the reviews of consumers more helpful and reliable than those of experts (Piller, 1999: p.3). Mayzlin and Chevalier (2006) say that due to negative reviews sales ratio decreases and on the other hand sales ratio increases with increase in positive reviews. Now majority of the people visit

these websites to view the reviews. There is different length of these reviews but the most active consumers take an hour to write a proper review (Utz, 2009). Internet access and technological development played a big role in changing paradigms and trends towards our daily life activities (Alotaibi & Kumar, 2019). Avery, Resnick and Zeckhauser (1999) remarked that with the development of technological and internet word-of mouth is considered as common in almost all small communities and societies which are ready to use freely through massive scale networks of consumers. In online reviews a new term “electronic word-of-mouth” is started to be introduced but the term word-of mouth communication has always been recommended as the most influential factor on consumers behavior (Whyte, 1954; Kerkhof & Van Noort, 2010). Lee, Park and Han (2007) claim that word-of-mouth communication influences the aptitudes and attitudes of the consumers on a wide range of products and services. Park and Lee (2009) observed that consumers often see the reviews in term of experience products than in term of search products. Many other researchers give more attention on how the users undergo the information provided in reviews and searched the act of possible moderator such as motivation, or product category (Harris & Gupta, 2008; Park & Kim, 2008). The general trend people are to focus on early shopping, good customer service, stores, and careful fragile products (Utz, Kerkhof & Bos, 2012).

## **2.1. Corpus Study**

The analysis and investigation of collection of text is termed as Corpus base study. The collection of text is processed according to specific and certain context and criteria. This informative knowledge is important academic vocabulary for reading and writing effectively and appropriately in a certain area (Corston, 1997; Kumar, 2020; Ajmal & Kumar, 2020). The list of this academic knowledge provides important and useful guidance to linguists and teachers which help them how and which vocabulary should be taught early (Natio,2001). Cathead (2011) the developer of Academic World Lost (AWL) explained that the purpose of creating this list is to set goals by the teachers for their students’ vocabulary learning. Valipouri and Nassaji (2013) claimed that the texts are investigated in order to find certain distinguished features of academic lists.

The investigation of different study areas means that there were different kinds of Corpus. It is obvious; Wang, Liang and Ge (2008) prepared a new variety of medical Corpus termed as Medical Academic Word List. A specific Corpus for applied linguistic was proposed comprising of 1.5 million. Words (Vongpumivitch, Huang and Chang, 2009). Martinez, Beck and Panza (2009) found

826,416 words in AWL in order to create a new Corpus for agriculture. Li and Qian (2010) created a Corpus of 6.3 million words for financial purposes. These studies shows that there arises new Corpus for online writing because it is understood that there exist no specific Corpus for online Corpus, so there need to fill this gap. Every student and researcher needs to investigate its own Corpus and it must be created for specific need and interest (ward, 2009).

### **3. Research Methodology**

This study aims at to identify the most common used adjectives, adverbs and verbs which were used in the reviews of consumers on Alibaba.com and also attempt to find out which words were specifically used with them. This study is a quantitative in its nature with survey design. Antconc software is used to investigate the given corpora.

#### **3.1. Data Collection**

In order to examine the reviews on Alibaba.com about Apple products, the collection of data was compiled. For Apple products iPhone 7, Apple Watch 1 and Apple Watch Series 3, Apple Air pods, there were 5312 reviews. After taking into consideration, 1587 reviews were finally selected for analysis. The study was focused on only positive feedback. Only 4 or 5 star consumers which helped researchers in creating an effective online Corpus.

#### **3.2. Data Analysis**

The analysis of reviews of online consumers was undergone by applying AntConc, a tool which is used to find the frequency of words in the given text. With the help of AntConc the most use of adverb and adjectives were examined. After this researcher also took interest in identifying collocation words, collocations analysis is useful in showing that which words are used commonly with that adverb or adjective. The most frequent use of verbs was also be examined with the help of AntConc tool. The researcher also found the frequency of words and made an appropriable according to the results of AntConc.

Table 1 - The Frequency of Adjectives and Adverbs and Collocation of Adjectives and Adverbs

Frequency	Part of Speech	Word	Collocation before	Collocation after
687	adj.	Very	Work	good, impressed, light,
671	adj.	great	work, really	Phone, camera, product
647	adj.	good	Pretty, very	Looking, audio, enough
575	adj.	New	brand	Color, phone
573	adj.	Really	be	Fast, good, great
389	adj.	Nice	very	Feature
384	adj.	Easy	Really, very	Use, see
377	adj.	Charging	Simple, faster	Port, case
376	adj.	Different		Modes, band
374	adj.	Long	Very, work	Battery
373	adj.	Amazing	absolutely	Sound, product
372	Adj.	excellent	Most, such	Picture, product
184	adj.	Fast	Really, very	And
183	adj.	Awesome	look	Watch, technology
182	adv.	Finally		got, has
180	adj.	Looking	Good, best	
179	adv.	Actually		Think
179	adv.	definitely	would	Recommend, overprice
179	adj.	Last	over	Year
178	adj.	Useful	extremely	And, item
177	Adv.	absolutely		Love, amazing
172	Adv.	Quickly	Pretty	
170	Adj.	Fine	Adapter, work	
169	Adv.	automatically	Music, device	Pause
168	Adv.	Easily	So, very	Possible
167	Adv.	extremely	be	Useful
167	adj.	Happy	Pretty, so	With
165	adj.	Fantastic	be	Shape
164	adj.	comfortable	extremely	To wear
162	adj.	Cool	So, very	Feature
161	adv.	Certainly	Be	
161	adv.	Probably	Be	Work
161	adv.	Slightly	Very	Better
160	adj.	impressed	Very, so	
159	adj.	surprised	Pleasantly	
153	Adv	Honestly		

Table 2 - The Frequency of Verbs and Collocation of these Verbs

Frequency	Verb	Collocation
574	Like	To see, brand, phone, most
542	Use	This, these, watch
520	Love	How, new, my, it
519	Get	
508	Do	
496	Purchase	This, Of
485	Work	Well, perfect
475	Make	
450	Look	Better, at, like
448	Want	to use, it
446	Fit	Comfort, good, fine
443	Think	
442	Buy	This, these, them
442	See	
394	Know	
392	Call	
391	Put	
391	Design	
391	Find	Myself
388	Set	
385	Display	Piece, that
383	Review	
382	Come	
381	Feel	
381	Worth	
379	Touch	
378	Change	

#### 4. Results

The data were analyzed by applying AntConc tool. The results of data analysis were shown on table. The Results of this online Corpus were very interesting and informative with reference to the use of positive reviews given by the online consumers.

It is common factor that in online deal most of the people rely on the consumer's feedback about the specific product, So we can say that, reviews of consumers play a significant role in the reliability and publicity of online product. It is obvious, the use of language and the selection of words in praising something have its own importance and significance. Moreover the use of degrees of adjectives and adverbs in explaining the feature and efficiency of the products attract the attention of the people about the product. According to the results shown in table, "very" is found as most used adjective. Most of the people made frequent use of " very" with an adjective. Most of the reviews are

in the form of "very good, very impressive". Such positive comments pose an impressive impact on people's mind. The other adjectives which are used most frequently are "Great, good, new". The results also show that some consumers also made use of noun or adjective before other adjectives. It is also noted that there is use of adjectives after adjectives. The use of interesting adjectives that attempt to express people praises are "Cool, impressed and comfortable". The appropriate meaning of these adjectives is not compatible to the meaning of good and great. These have great positive influence on people when they take help from reviews. When we discuss about the use of "adverbs" it is noted that the most frequent and common adverb is "Really". Moreover other adverbs are also found in use but very rare, such as "Truly, definitely and actually". It is also found that consumers showed their satisfaction by making use of "absolutely amazing, definitely recommended", and these are considered as the most common used collocation in case of adverbs. There is great role of reviews in online selling.

## **5. Discussion**

This basic aim of this study was to develop a new corpus which can be applied in The field of linguistic in order to show how people attempt to express their praises and justifications and help to find the adjectives and adverbs to demonstrate satisfaction. This topic was unmatched and unique because researcher found no other study like that but much more study was done in the corpus-based approach. Godhead (2011) developed a corpus list for academic purposes. Vongpumivitch, Huang, and Chung (2009) formed almost same list. Wang, Liang and Ge (2008) proposed the corpus for medical purpose. Baayen and Leiber (1991) give attention to morphology in order to search productivity. Bolton, Nelson, and Hang (2002) focused on connectors in students writing. Wold and Gibson (2005) focused on discourse coherence. The investigation and study of online review is basically new trend. With the development and progress of technology and its modern devices which have massive spread across the world, there is not expected study done in the online websites regime. Mudambi and Schuff (2010) can be considered as the pioneers of online study which is said to be a motivated study. They examined and observed all those factors, what make customer comments useful while consumer purchasing a product. The main focus of my study is to examine which type of adjectives, adverbs and verbs are mostly used by online consumers in order to express the praise of the product they came in use. Schuff (2010) claims that the extreme of reviews , depth of reviews and also the type of product do support the review positively and to the customers. The results are according to the Zhu and Zhang's study (2006) Chen's study (2008) .Piller (1999), Chavalier and

Mayzlin (2006) too have the same concept that reviews are very supportive because consumers have comparatively better value to concerned companies in increasing their sales. This study also found that adjectives which are used to show the satisfaction of the consumers about the product they used play a significant role in sales because people commonly get the idea from the consumers reviews ,either the product is worthy of buying or not.

## **6. Conclusion**

This study provides help especially in online corpus based studies. As the technology is grooming day by day, it is obvious that the need of online corpus-based studies will increase and become inevitable in coming days. This corpus based study and the researcher's effort present a new type of corpus which tend to analyze their attention to investigate the positive reviews on Alibaba.com. This online corpus was created by the researcher by finding the frequent use of adjectives, adverbs and verbs which were collected and examined from the positive reviews on Alibaba.com. The other words before and after the adjectives, adverbs and verbs were also examined .This study will definitely help the researcher to create a new such type of corpus to analyze a text accordingly. This study can help linguists in identifying and understanding the tendency of online product users while choosing certain words in online context.

Contemporary, this study may also help educators to examine the words or collocation of a word which are difficult to teach. This corpus based study can also provide guidance to the educators in making a new syllabus. Through this study teacher may get help and learn about the most frequent words in routine conversations and reviews and they can adjust their programs accordingly. This study can also create ease in searching the most used verbs adverbs and adjectives in any genre and they can create a new genre with the help of such type of advance corpus based study.

This corpus based study has also great contribution for writing skills. This study provides new and innovative ways of investigation online reviews. This study helps in creating ease to understand which verbs, adverbs and adjectives are used in specific context. This information is very useful in adapting new corpus in linguistic field. This corpus based study can be very inspiring and interesting for linguists. This study can help in categorizing both ,the writing an online review and answering an online view as different topics in term of writing classes. It is clear that most of the people generally and student specifically used most advance technological or online tools in their everyday lives. Since it has become a trend to use technology and adapt online shopping in this modern age, and there arose a need to direct our life to education. So, it will not be wrong to say that writing and answering

reviews of an online product can be a suitable amazing topic for digital natives. Since every student is familiar with the development, need and importance of technology, so the development of new corpus for online writing investigation will be a new trend in the educational field. This will broaden new horizons.

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